



The Superstat Sales Academy

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Our Objective

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- The difference between selling and negotiation
- Eight sources of leverage for every situation
- Seven common mistakes amateur negotiators make
- Twelve buying tactics that add pressure to salespeople
- A proven playbook for negotiating concessions



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The Difference Between Selling and Negotiation

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Selling vs Negotiation

Selling

- Getting your price on your terms and conditions

Negotiating

- Modifying your price or terms in some way to get the agreement

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Selling vs **Negotiation**

Most negotiating problems are selling problems. Great negotiators focus on being great sellers first, reducing the amount of negotiating to a minimum.



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Selling vs **Negotiation**

A salesperson following a traditional sales process believes that successfully closing a sale requires heavy negotiation in the form of arm-wrestling over price and terms.

Why?



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Selling vs **Negotiation**

Because they don't understand the
issues the buyer has –

WHY the prospect may or may not
buy.



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Selling vs **Negotiation**

They dance around price and
contractual terms until after the
presentation or proposal.



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Selling vs **Negotiation**

After the presentation, the assumption is that the buyer will fall in love with the features and benefits of the product/service, and price won't matter.



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Selling vs **Negotiation**

*“If they love it, they will buy—
regardless of any obstacles.”*



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Selling vs **Negotiation**

Remember: *selling* is getting the price/terms for your product or service.

Everything else is *negotiating*.



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Selling vs **Negotiation**

Therefore, we first seek to find out:

What are the prospective buyer's problems or issues?



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Selling vs **Negotiation**

What impact do those problems have on both the business, and the individual?



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The 3 Elements of Negotiation Success

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Negotiation **Success**



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Negotiation **Success**



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Negotiation **Success**

- Comfort with conflict
- Assertiveness
- Competitiveness
- Ego
- Emotional composure



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Uncomfortable **Negotiators**

- They typically do not negotiate because as a rule they avoid conflict



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Uncomfortable **Negotiators**

- They typically do not negotiate because as a rule they avoid conflict
- My way or the high way



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Comfortable **Negotiators**

- Moderates



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Comfortable **Negotiators**

- Moderates
- Strong



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Negotiation **Success**

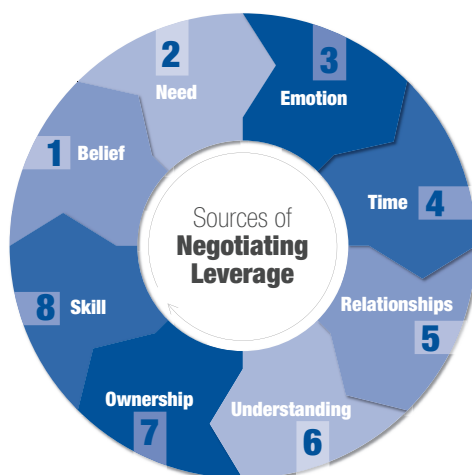


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Eight Sources of Leverage For Every Situation

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Negotiating **Leverage**



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Negotiating Leverage



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Negotiating Leverage



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Negotiating Leverage



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Negotiating Leverage



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How Your Belief in Your Products and Yourself Affects Your Outcome

- Beliefs are powerful because they dictate the outcome.
- List the reasons why you should “hold the line” in negotiating
- The value of self-talk



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How Your Belief in Your Products and Yourself Affects Your Outcome

“I charge more because I’m worth more - and I’m going to fix your problem right the first time.”



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How Your Belief in Your Products and Yourself Affects Your Outcome



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Understanding How Need Shapes the Outcome of the Negotiation

- How does the buyer commoditise your offer?
- How do you limit your need vulnerability?
- What can you do to make your solution unique?



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Understanding and Managing the Time Pressure for the Best Outcome

- How do you limit your vulnerability to time?
- How do you put time on your side?



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Understanding and Managing the Time Pressure for the Best Outcome

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41

How to Establish the Right Relationships to Ensure a Positive Outcome

- Understanding DISC
- How do you limit your relationship vulnerability?



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Take Time to Better Understand the Issues from Your Buyer's Point of View

- How do you limit your understanding vulnerability?
- How can you increase your leverage by understanding?



43

How to Create Emotional Ownership of the Process for Your Buyer

- Having too much emotional ownership on your part in the negotiation process is a disadvantage.
- How do you limit your ownership vulnerability?



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Having the Right Skills

- Understand the process on both your side and the buyer's and act accordingly.
- How do you limit your skill vulnerability?



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Negotiating **Leverage**

- Positioning in the negotiation process is either subtle in nature or more direct. Both are equally important.
- As a professional negotiator, you must understand what areas are sources of leverage for either the buyer or seller.
- There are eight key sources of leverage that you need to understand and control.



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Seven Common Mistakes Amateur Negotiators Make

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Failing to Recognise and Deal Effectively with a Black Belt

- You are playing for Win/Win but they are playing for Win/Lose.



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Weak Pre-Negotiation Positioning

- Starting weak leaves more ground for you to make up later.
- A lot of this has to do with your beliefs.



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Making Unilateral Concessions

- Never make a move unless you are getting something in return.
- Don't negotiate against yourself.



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Talking Too Much

- The one who is talk is giving more information.
- Have you ever heard of someone listening themselves out of a deal?



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Talking Too Much

- Strategic questions
- Tactical questions



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“Your value as a sales professional is determined more by the questions you ask than the answers you give”



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Losing Control of Your Emotions

- The person who wants it more loses control of the deal.
- Under too much pressure you will fight or flight.



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Entering into a Negotiation Unprepared

- The more prepared you are the more detached and effective you can be.
- But, don't over-prepare and cause paralysis by analysis.



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Entering into a Negotiation Unprepared

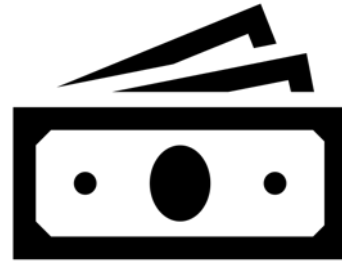
- What does this solution solve for the prospect?
- How does your solution impact the prospect?
- What part of your solution is the most important to the prospect?
- How good is your competition at solving the prospect's problems, and what advantages do you have?
- What is the level of urgency the prospect has? (Is it more than yours?)

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Thinking that Money is the Real Issue

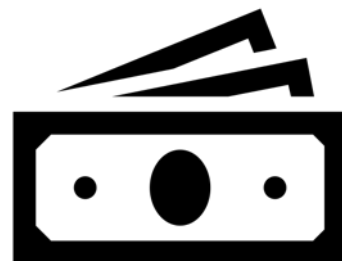
- Money is only an issue when there is not enough need.
- Get back to the reasons to buy.



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Thinking that Money is the Real Issue

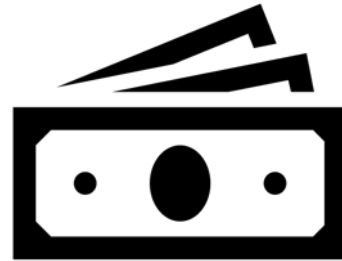
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Thinking that Money is the Real Issue

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- Get back to the reasons to buy.



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Twelve Buying Tactics That Add Pressure to Salespeople

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Fait Accompli

- At the last moment the buyer makes a change to the price or terms and modifies the final document—then sends it to you as a done deal.



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Best and Final Offer

- The buyer tells you that you've made the short list and the next step is to get Best and Final Offers (BAFO).



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The Flinch

- You state your price and the buyer almost falls out of his chair, regardless of the price.

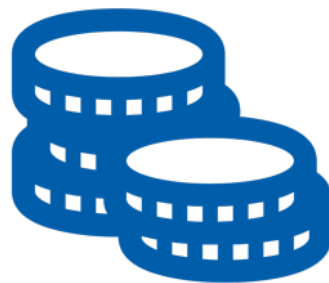


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Your Competition is Cheaper

- The competitive threat makes you feel like you are losing the deal.

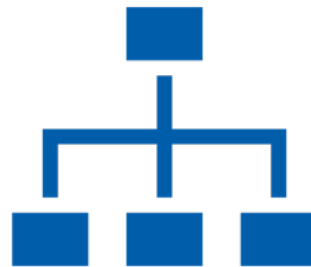


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Lower Authority/Higher Authority

- His boss has to approve it—despite the fact that he insisted earlier that he was the decision maker.



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Good Guy/Bad Guy

- There is someone else, with whom you are not negotiating, who is portrayed as the real bad guy.



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Hot Potato

- The buyer takes a problem which is really his own and tries to toss it to you.



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Emotional Outburst

- A strong flinch, often used late in the sales cycle.



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Stonewalling

- The buyer stops communicating. This may be timed to match your quarter end.
- It's like a football team that's one-nil up running down the clock.



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Changing the Rules

- He tells you that his replacement will be in touch with you regarding next steps.
- Generally, an attempt to start over or renegotiate concessions that have already been made.



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Nibbling

- Nibbling is continuous chipping at your proposal over time, taking a little concession each time.
- It's also referred to as "incremental negotiating."



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Escalation

- The buyer says, "We are going to do a lot of business with you. This first project is just a small pilot and if it goes well, there's a ton more to come."



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A Proven Playbook For Negotiating Concessions

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Negotiation **Rule**

Never give anything away without
getting something of equal or
greater value in return.

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Determining Potential Concessions the Buyer Will Ask For

Things you might concede:

1. Discounts
2. Additional services
3. Better service renewal agreements
4. Provide/offer project management services



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Buying Team Concessions You Will Ask For

Things you might concede:

- Bundle product
- Introduction to other executives within the company
- Press releases announcing your companies are working together
- Purchase more services



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Negotiating Preparation Worksheet

- If we don't do business, what will the customer do?
- What is their walk away point?
- What are my parameters?
 - Starting point?
 - Target?
 - Walk away point?

Our order of preference	Concession	Cost to us	Our order of preference	Concession	Cost to us
1	Provide additional training	£2,500	1	Place 20% larger order	£20,000
2	Upgraded support plan/extended warranty	£5,000	2	Agreed to pay within 30 days	£20,000
3	Longer access to free customer support	£5,000	3	Agree to pay within 60 days	£7,500
4	Lock in current pricing for 6 months on non-orders	£7,500	4	Give us a written and video testimonial upon first delivery	£5,000
5	Lock in current pricing for 12 months on non-orders	£10,000	5	Give us one written testimonial upon first delivery	£2,500

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Negotiate From The Inside Out

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How Much Are You Leaving on The Table?

81

How **Much**

- Last 12 months
- List price
- Negotiated price
- Difference?



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Wrap Up

- The difference between selling and negotiation
- Eight sources of leverage for every situation
- Seven common mistakes amateur negotiators make
- Twelve buying tactics that add pressure to salespeople
- Develop you playbook for negotiating concessions



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Wrap Up

- The problem the prospect brings you is never the real problem
- Stop handling stalls and objections
- Reverse to get to the truth
- Get yourself a system – and stick to it



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